



THE CITY OF SAN DIEGO

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**SAN DIEGO CITY COUNCIL ADOPTS URBAN  
RUNOFF MANAGEMENT PLAN**

**San Diego -- January 28, 2002** - On Monday, January 28, the San Diego City Council unanimously approved the City's Jurisdictional Urban Runoff Management Plan (JURMP), the City's plan to reduce the amount of pollutants carried by urban runoff and contaminating the region's beaches, bays, rivers and other recreational water bodies.

The JURMP, which will be implemented over the next 4 years, will help the City reach the Mayor and City Council's goal to reduce beach postings and closures due to contamination by 50 percent by 2004. During Council discussion Mayor Murphy applauded the City's Storm Water Pollution Prevention Program, which drafted the plan. According to the Mayor, the Council and residents of the City of San Diego "owe a debt of gratitude to the Storm Water Program's efforts."

Councilmember Scott Peters, who co-chairs the City's Clean Water Task Force, which voted to approve the draft URMP in December before sending it to City Council for adoption, added that the plan demonstrates a "commitment to progress on behalf of the City."

Councilmember Byron Wear said of the plan that he has "never seen a more comprehensive planning process on a City project than that employed in the development of the JURMP."

Under this new plan, the city will step up its enforcement efforts in addition to increasing education programs that will focus on daily activities of residents, local businesses, and industry. Topics will include construction projects, landscape maintenance, litter, chemical pollutants and clean-up of parking lots and other hard surfaces.

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